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California Polytechnic State University

October 17

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FOR IMMEDIATE RELEASE

# Printing, Imaging Educator Joins Cal Poly Graphic Communication Department

SAN LUIS OBISPO -- Cal Poly alumnus Malcolm Keif, a recognized educator in the field of printing, electronic imaging and related technologies, has joined Cal Poly's Graphic Communication Department to head up programs in web lithography, gravure, flexography and finishing processes.

Keif, an assistant professor, came from Central Missouri State University, where he taught courses in digital prepress, management, cost estimating and various aspects of color reproduction. His industry experience includes heatset web and sheet-fed printing and on-site consulting and training. He is a certified GRACoL trainer through the Graphic Communications Association.

Upon graduation from Cal Poly in 1986, Keif worked as a cost estimator for a Los Angeles-area firm, where he calculated costs for jobs ranging from small sheet-fed work to heatset web books and catalogs. At Central Missouri State he taught courses in litho- graphic press technology, graphic arts management, printing estimating and digital prepress. He also served as the collegewide internship coordinator and instituted the university's annual "gravure days."

Harvey Levenson, head of Cal Poly's Graphic Communication Department, said, "I couldn't be more pleased with the appointment of Malcolm Keif to our faculty. Professor Keif brings the experience and insights needed in the 21st century to continue the growth of an already nationally recognized and strong program. His knowledge and experience in traditional as well as new media applications of graphic communication will tremendously benefit our students' preparation for a

dynamic and rapidly changing profession."

During a sabbatical in 1999, Keif worked with Hallmark Cards Inc. for nine months on a project to develop a reliable digital proofing system for Hallmark's Visual Merchandising and Catalogs divisions. He has also provided training, consulting and judging for such organizations as the Agfa Corp., Banta Corp., Graphic Arts Technical Foundation, and Gutenberg Festival.

"I believe students learn best when they are exposed to professors committed to a lifestyle of learning," Keif said. "I believe learning is most natural when one or more emotions are stimulated. This can be in the form of excitement, intrigue, anger, fear or some other emotion. My goal in the classroom is to engage the students' emotions. On occasion I'll deliberately touch a negative emotion when necessary for learning to take place.

"Graphic communication has and will continue to be influenced by digital imaging and delivery of information," Keif said. "Change will continue to be the primary emphasis in many business sectors as we learn to capitalize on new opportunities and weed out processes no longer required by the marketplace. My personal vision is to see the direct mail, publications and catalog sectors solve the distribution dilemma related to U.S. Postal Service expenses. I am a big fan of ink on paper technologies and increasing manufacturing efficiencies through computer integration."

Keif is married and is the father of two boys. The family resides in Templeton.

Keif earned a bachelor's degree in graphic communication from Cal Poly in 1986, a master's degree in industrial arts from CSU Long Beach in 1990, and a doctorate in technical education from the University of Missouri in 1995.

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(NOTE TO EDITORS: For an electronic image of Keif, please contact Jo Ann Lloyd at (805) 756-1511 or [jlloyd@calpoly.edu](mailto:jlloyd@calpoly.edu).)

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